

# **Public Involvement Report**

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## ***Transit Now Proposal***

***King County Department of Transportation  
Community Relations and Communications  
June 2006***



## Introduction

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On April 18, 2006, King County Executive Ron Sims announced ***Transit Now***, a proposal to fund transit service improvements with a one-tenth of one percent raise in the sales tax. Following the executive's announcement, the King County Department of Transportation (KCDOT) conducted outreach to inform the public and gather feedback on the ***Transit Now*** proposal. The following pages summarize the public outreach effort and its results.

## Public Outreach

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### *Transit Now* Proposal

The KCDOT did the following as part of its ***Transit Now*** community outreach:

- Mailed 20,000 copies of a four-page flyer with a feedback form to the Metro Transit mailing list, and mailed an additional 300 to agencies and organizations on the Accessible Services mailing list;
- Distributed the four-page flyer/feedback form to city halls, libraries, neighborhood service centers, unincorporated area councils, and major employers;
- Surveyed, through the Gilmore Research Group, 633 households by subarea, weighted to reflect county population;
- Presented to and collected comments from over 80 different local jurisdictions, non-profit organizations, business associations, subarea boards, city councils, chambers, and community groups;
- Distributed 5,000 copies of an eight-page brochure describing ***Transit Now***;
- Posted an announcement on Metro buses providing contact information and inviting interested parties to ask questions or share opinions;
- Posted the four-page flyer/feedback form, the eight-page brochure, and other materials on a ***Transit Now*** Web site, inviting response; and
- Produced a television segment broadcast on the executive's announcement for County Television (CTV), which was streamed on the Web and rebroadcast on seven other government channels.

# **Public Response Summary**

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## ***Transit Now* Proposal**

As a result of the ***Transit Now*** outreach, the KCDOT heard from more than 5,000 people:

- 3,723 feedback forms were returned (an 18.5 percent response rate). Of those, 317 were received via the ***Transit Now*** Web site;
- 126 comments were received through email messages and phone calls;
- approximately 800 attendees at 80 meetings provided feedback; and
- 633 telephone participants were surveyed by the Gilmore Research Group.

Comments received from King County residents showed strong support for the ***Transit Now*** proposal.

**Flyer/Feedback Form:** Asked whether they thought ***Transit Now*** represented a “reasonable mix” of investments, 66 percent of those who responded to the feedback form agreed. A strong majority indicated that the four key elements of ***Transit Now*** were “very” or “somewhat” important (RapidRide/bus rapid transit, 85 percent; improvements in current bus service, 91 percent; new service for developing residential areas, 79 percent; service partnerships with major employers and cities, 86 percent).

**Gilmore Research Group Telephone Survey:** Of those surveyed, 77 percent supported the one-tenth of one percent sales tax increase to pay for Metro service improvements. Support was seen across all subareas (83 percent in north/west; 75 percent in east; 73 percent in south).

***Transit Now* Outreach Meetings:** Those attending meetings had many questions about how their particular institution or community would benefit from ***Transit Now***. Several cities and employers indicated their interest in the service partnership programs.

**Other Comments:** KCDOT received 66 telephone comments and 60 email comments, evenly divided among those expressing support, opposition, and having questions or comments.